

## Message Text

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46

ACTION NEA-10

INFO OCT-01 ISO-00 CU-02 USIA-06 L-03 COME-00 EB-07 BIB-01

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FM AMEMBASSY TEHRAN

TO SECSTATE WASHDC 6610

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E.O. 11652: N/A

TAGS: BGEN, IR

SUBJ: PROBLEMS BETWEEN US FILM DISTRIBUTORS AND GOI RES-  
OLVED

1. ROBERT ZYON, LOCAL FILM DISTRIBUTOR FOR 20TH CENTURY  
FOX AND UNITED ARTISTS, CALLED ON AMBASSADOR APRIL 20 TO  
INFORM HIM THAT IMPASSE BETWEEN LOCAL US FILM DISTRIBUTORS  
AND MINISTRY OF CULTURE FINALLY BROKEN.

2. AT ISSUE HAD BEEN QUESTION OF INCREASED PRICES OF  
ADMISSION TICKETS AND MINISTRY OF CULTURE'S DEMANDS THAT  
DISTRIBUTOR FIRMS TAKE ON IRANIAN PARTICIPATION. INCREASED  
PRICES RAN COUNTER TO GOI'S WIDELY PUBLICIZED CAMPAIGN TO  
HALT INFLATION AND PROFITEERING. HOWEVER, ZYON STATED THAT  
UNDER AGREEMENT HE HAS WORKED OUT WITH MOHAMMAD HESHMATI,  
MIN. CULTURE UNDERSECRETARY FOR PARLIAMENTARY AFFAIRS,  
NEXT WEEK, THERE WILL BE FLAT 10 RIAL PER TICKET INCREASE.  
PRICES CURRENTLY RANGE BETWEEN 30 AND 50  
RIALS. IN ADDITION, ZYON SATISFIED THAT DISTRIBUTORS WILL  
CONTINUE TO RETAIN CURRENT LEGAL STATUS.

3. OTHER POINTS OF ARRANGEMENT WORKED OUT ARE THAT EACH  
FILM IMPORTED WILL NOW BE CHARGED 5000 RIAL (ABOUT \$75)  
FEE, AND US FILM DISTRIBUTORS WILL BECOME MEMBERS OF  
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SOCIETY OF FILM IMPORTERS, AN ORGANIZATION RECENTLY FORMED

BY INDEPENDENT FILM DISTRIBUTORS. ZYON FEELS MEMBERSHIP  
WILL IN NO WAY JEOPARDIZE HIS OPERATIONS.

4. ZYON STATED ALL US FILM DISTRIBUTORS EXCEPT CINEMA  
INTERNATIONAL CORP. (REPRESENTING MGM, PARAMOUNT AND  
UNIVERSAL) SATISFIED WITH THIS ARRANGEMENT AND WERE GEARING  
UP TO BEGIN RE-IMPORTING FILMS. IN ALL LIKELIHOOD, PRESS  
LXF COMPETITION WILL BRING CIC AROUND.

5. LAST SEPTEMBER (75 TEHRAN 8783) MARC SPIEGEL, MOTION  
PICTURE ASSN., MADE LAST OF PERIODIC VISITS TO TEHRAN TO TRY  
TO RECONCILE DIFFERENCES WITH MIN. CULTURE, BUT IMPLEMENTATION  
OF AGREEMENT FELL THROUGH. PROLONGED DEARTH OF QUALITY FILMS AVAIL-  
ABLE  
TO IRANIAN PUBLIC MAY HAVE BEEN FACTOR LEADING TO PRESENT  
AGREEMENT WHICH APPEARS TO BE FIRM.  
HELMS

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## Message Attributes

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